

Future Social Meeting Point in Supermarkets

Integral Design Project - Report Phase 2



Team RAZB:

Renée van Boheemen
Sandra Bruil
Deian Mishev
Marcel Schneijdenberg
Karina Simane
Barbara Spitaler

Mentor:

Annemiek van Boeijen

Detached Critic: Erik Jepma

Company mentors: Monique Winters
Martin Gerssen

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1. Introduction

This is the second report of team RAZB for the course Integral Design Project, TU Delft. The client company for the project is Albert Heijn.

In this report the overview of the project phase 2 is provided. The report consist of a research part and the ideation part. In the research part the literature research about social networks is introduced. It is followed by observational research- why people socialize and what makes them to connect.

The ideation phase is started with the future scenarios. Although these scenarios were already presented at the end presentation of phase 1, due to the time constrains they were not included in the first report. After the scenarios a method of 5W's and 1H is described and the results are shown. Furthermore a small academic insight (the Creative Problem Solving method) is introduced and that is followed by idea sketches and concept development.

From the idea generation 4 themes aroused, however while working on these themes there appeared another interesting stream the group decided to investigate. Therefore 5 concepts were developed and presented for the client.

Last but not least the conclusion about the project process is made.

2. Social networks

Social networks have become as new meeting places of our times. Therefore a research was done to understand Dutch attitude towards using social networks. Thus, to specify the networks that are used in the Netherlands most.

The Netherlands has the most members of social network websites relative to its size. Nowhere in the world is a greater proportion of the population affiliated to such sites. In the Netherlands 49 % are members of social network sites. Next comes the United Arab Emirates at 46 %, Canada at 44 % and the US at 40 %. The global percentage is 26 %, market research bureau Synovate reports based on an international study among 13,000 people aged 18 to 65. Hyves, Linkedin and MSN Spaces are the most popular networks in the Netherlands, in that order. As their greatest concern, Dutch social network users name their privacy (54 %) (European Journalism Center, 2008).

The Netherlands ranks highest among European countries in terms of frequency of internet visitation with 78.2 visits per visitor in September 2011.

Top 10 Web Categories by Average Minutes per Visitor (September 2010).	
Total Netherlands, Age 6+ Home & Work locations*	
	Average minutes per visitor
Total Internet: Total Audience	1,912.5
Portals	433.7
Instant Messengers	410.8
Social Networking	209.0
E-mail	184.3
Multimedia	157.0
Online Gaming	110.3
Auctions	95.7
Classifieds	90.6

Table 1 Top 10 Web Categories by Average Minutes per Visitor, September 2010 (ComScore, 2011).

*Excludes visits from public computers such as Internet cafes or access from mobile phones or PDAs

The 11.9 million Internet users in the Netherlands age 6 or older spent an average of 31.9 hours online in September 2010, with the Web portals category, which includes Microsoft, Yahoo! and AOL, leading the way at 7.2 hours. Instant messengers ranked second with an average of 6.9 hours per user, followed by social networking sites, such as Hyves, Facebook and Twitter, at 3.5 hours per visitors in September.

Dutch internet users spent more time on social networks than on E-mail, Multimedia, Online Gaming, Auctions or Classifieds sites (ComScore, 2010) (see table 1).

Internet users aged in the age category 16–25 increasingly use social networks to exchange information. The information they exchange can be short messages or bits of news on a chat site, participation in newsgroups or online discussion forums, reading weblogs or blogs or direct exchange of text messages (CBS, 2011).

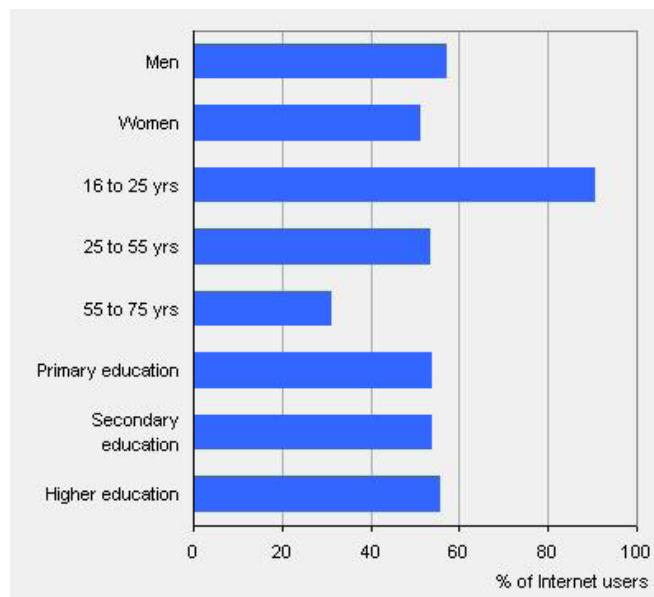


Table 2. Use of social networks in the Netherlands by background statistics 2010 (CBS, 2011).

The use of social media is reduced as people grow older. In the age category 25–55, the proportion of people active on social networks in the Netherlands is 54 percent and just over 30 percent in the population aged 55–75. More men than women are active on social networks. There is no noticeable difference between higher, secondary and lower educated people (Table 2).

With 78 percent, text messages are the most popular type of online communication among young people. Reading weblogs or blogs is most popular among 25 to 55-year-olds (34 percent) and over-55s (18 percent) (CBS, 2011).

2.1 The social networks used most in the Netherlands

Despite the overall maturity of the Internet market in the Netherlands, the social networking category continues to advance, growing 18 percent to 11,5 million visitors in March 2011 (representing online 96 percent of the population). Hyves continues to hold the top position among social networking sites in the market with more than 7.6 million visitors in March, but Facebook is quickly gaining ground, surging 76 percent in the past year to nearly 6.6 million visitors. Twitter.com and Linkedin.com rank third and fourth, respectively, with more than 3 million visitors and each growing approximately 70 percent in the past year (Table 3) (comScore, 2011).

Top 5 Social Networking Sites in the Netherlands March 2011 vs. March 2010			
	Total Unique Visitors		
	March 2010	March 2011	% change
Total Internet: Total Audience	11,927	11,953	0
Social Networking	9,742	11,490	18
Hyves	7,692	7,650	-1
Facebook	3,717	6,556	76
Twitter	1,923	3,207	67
Linkedin	1,830	3,118	70
Windows Live Profile	2,924	2,769	-5

Table 3. Top 5 Social Networking Sites in the Netherlands (comScore, 2011)

*Excludes visits from public computers such as Internet cafes or access from mobile phones or PDAs.

Hyves



Hyves is the social networking site developed in 2004 in the Netherlands. Now there are 11 million accounts. On Hyves people can keep contact with their friends, post comments, create a personal profile, exchange photos and videos, and send private messages. Recently Hyves has provided a new service- "in memoriam" status for the dead ones.

Profits

- Advertisement
- Prepaid gold membership

Disadvantages

- Even if Hyves is also in English, it is mainly used only in the Netherlands
- inappropriate content can ruin your personal life

Facebook



In the whole world there are 600+million (January 2011) Facebook accounts. In the Netherlands there are 4 274 620 people using Facebook, that counts 25,47 % of the population. The top 5 brands in the Netherlands: KLM (163 835 likes), Schweppes (90 004 likes), Artiecode.nl (38 708 likes) Philips (37 216 likes) and HEMA (27 241 likes) (socialbakers.com). Thus Facebook popularity in the Netherlands is growing as in 2010 it has been ranked as 10th most visited site (comparing to 2009 when Facebook was only in the 56th position)(Multiscope, 2010).

Profits

- Profit from banner ads, referal marketing (word of mouth), casual games, Facebook Gifts

Service

- users may create a personal profile, add other users as friends, exchange messages, including automatic notifications when they update their profile,
- upload photos and videos
- users may join common interest user groups, organized by workplace, school or college, or other characteristics
- users can play games

Advantages

- Keep track of the people you know
- Easy way how to announce your news or invite people to attend a party
- Makes it easier to meet people (on-line)
- Companies can create their business profiles
- connected with Twitter

Disadvantages

- Spam and scams (to steal personal information)
- Ruining your professional life
- Can become an addiction and primary means of communication

According to Socialbakers (2011) the biggest amount of Facebook users in the Netherlands are in the age group of 25- 34 accounting for 32 percent of all Facebook users. This group is followed by 18-24 year olds- 28 percent and 35-44- 17 percent (Table 3).

User age distribution on Facebook in Netherlands

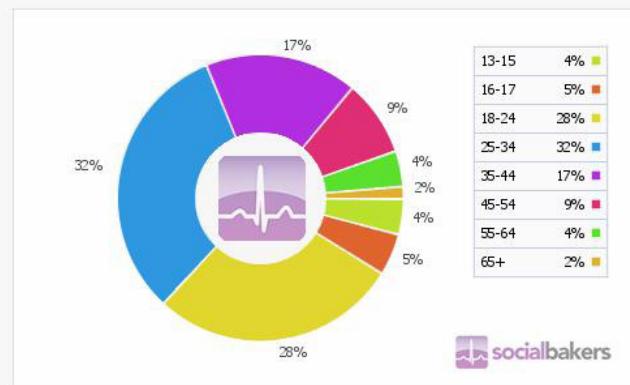


Table 4. User age distribution on Facebook in Netherlands (Socialbakers, 2011)

Twitter



Twitter was developed in 2006 and since then has grown significantly. In March 2011 there were 200 million Twitter accounts. Twitter is a micro blogging website- sms of the internet. User has to register and can write message up to 140 signs. By some professionals (BBC, 2011) Twitter is considered as the newspaper of the future as users can subscribe for messages from other people or organizations. These messages can be arranged in lists and named according to the user's needs (for example- world news, friends, design, sustainability etc). User can also retweet the messages he likes to his followers.

Profits

- Selling information to Google, promotional tweets, gathering data and selling to different companies

Advantages

- You do not need to know people to add them to your list
- Get the news from every part of the world very fast
- Can find news about any subject
- Everybody can create the content
- Interesting for companies- can get feedback from the clients
- connected with Facebook

Disadvantages

- Fake profiles

According to comScore only eleven percent of Twitter's users are aged twelve to seventeen. comScore attributes this to Twitter's "early adopter period" when the social network first gained popularity in business settings and news outlets attracting primarily older users. However, comScore as of late, has stated that Twitter has begun to "filter more into the mainstream", and "along with it came a culture of celebrity as Shaq, Britney Spears and Ashton Kutcher joined the ranks of the Twitterati." (Wikipedia, 2011).

Top 10 Countries in Internet Penetration for LinkedIn.com and Twitter.com by Reach (%)			
Total Internet, Age 15+, Home & Work Locations			
Source: comScore Media Metrix			
LinkedIn.com	% Reach	Twitter.com	% Reach
Netherlands	26.1%	Netherlands	26.8%
Ireland	21.0%	Japan	26.6%
United States	17.6%	Brazil	23.7%
Canada	15.6%	Indonesia	22.0%
United Kingdom	14.9%	Venezuela	21.0%
Denmark	14.4%	Canada	18.0%
Australia	13.1%	Argentina	18.0%
New Zealand	12.9%	Turkey	16.6%
Belgium	12.6%	Philippines	16.1%
Singapore	12.0%	Singapore	16.0%

Table 5. Top 10 Countries in Internet Penetration for LinkedIn.com and Twitter.com by Reach (%) March 2011 (ComScore, 2011).

According to newest data from comScore (Table 5) there are now 26.8 percent of the inhabitants of the Netherlands using Twitter. According to comScore data from 2010, there has been an increase of 4.5 percent.

LinkedIn



LinkedIn was launched in 2003, in USA. Now there are 100 million accounts (March 2011). LinkedIn is professional oriented social networking site.

Profits

- generated by advertising. Basic membership is for free, but paid memberships (business, business plus and executive) provides more opportunities

Service

- direct, second-degree and third-degree connections
- can be used to find job, people and business opportunities
- Employers can look for potential candidates
- users can post photos
- users can join groups
- users can follow companies

Advantages

- connected to Twitter, TripIt, Six Apart, WordPress and TypePad
- Amazon reading list- your connections can see what you are currently reading
- formation of interest groups

- companies can create their profiles and put the job offers there

LinkedIn has older user profile than Facebook and Hyves. Only 10.4% of the visitors are under 25 years old, while half of the site's audience is between the ages of 35-54. The Dutch are not just the most likely to visit LinkedIn but they are also among the most highly engaged. They rank #1 among all markets in terms of the average number of pages of content viewed (64 page views per visitor) and #2 after the U.K. in average time spent (21 minutes per visitor) (ComScore, 2010).

According to newest data from comScore (Table 5) there are now 26.1 percent of the inhabitants of the Netherlands using LinkedIn. According to comScore data from 2010, there has been an increase of 10.9 percent.

Habbo



Habbo is the world's largest teenage online community. It was developed in Finland in 2000. It is a social game, where players can create the avatar and their own room, to make friends and meet like minded people. Habbo is an interesting phenomenon to look at even if there could not be found data about the game's popularity in the Netherlands. However a special website habbo.nl exists therefore we can assume that this business is doing quite well in the dutch market.

Habbo Hotel currently has players in over 150 countries and is available in 11 different languages. 11 million unique users spend a total of 45 million hours playing Habbo Hotel each month. Over 207 million Habbo characters have been created since its launch in 2000 (Sulake, 2011).

Profit

- To access premium services users has to buy Habbo credits
- advertising

Advantages

- users have high brand loyalty
- high level of engagement (10 hours per month and 12 sites visits per month)

- can log in via Facebook

- connected to Hyves

Disadvantages

- hacking other players accounts to steal virtual furniture

(In 2007 Dutch teenager was arrested for stealing virtual furniture that was bought for real money (BBC, 2007)).

Some of Habbo's success can also be attributed to the intelligent joint marketing activities it has carried out with teen-friendly consumer brands like Cheetos, or, more recently Capri-Sun, where on-pack advertising encourages consumers to visit Habbo.co.uk where they can access 'The Capri Sun Summer Theme Park' branded room.

Habbo has also entered partnerships with media brands such as MTV and Myspace, helping to promote the site amongst its key target audience. And with Habbo's own annual survey of 49,000 teenage users proving the claim that 32% of teenagers would never pay for content online, the fact that membership to Habbo is free is an additional way of enticing teenagers to sign up (Sulake, 2011).

2.2 Conclusions

Social networks are serving the people's needs to share information. There exist different social networks – for example Facebook and Hyves are more thought to follow the people you know and be updated about changes in their lives. Those sites allow to share photos and videos from your life. Sites like Twitter allows the user to be the creator of information and share the experiences. Twitter is also considered as the future online news portal- user can filter the information he wants to receive, subscribe for the information and share it with others. LinkedIn network is more for the professionals- it gives the opportunity to connect with other professionals from your field(however you have to know the person you want to connect to), to engage in interest groups and be updated about job offers from the companies of your interest.

Habbo is a different social network compared to the ones mentioned above. Habbo allows teenagers to create a different reality (by building up an avatar and creating a personalized space).

This research was done to understand the importance of social networks for the people in the Netherlands. As in our design concepts we are also including on-line applications, it is utmost important to have knowledge about the most important social network sites. Information gained will also be used in the third phase of IDP project when creating a marketing plan for the concept. In our opinion online social networks can be considered as direct competitors of the social meeting place.

To conclude an interesting remark from Mike Read (managing director of comScore Europe): "The social networking market in the Netherlands is really quite unique and full of interesting storylines. It is one of the few markets remaining where a local social networking player [Hyves] continues to lead Facebook, but that lead is becoming increasingly tenuous. Another interesting facet to this market is that the Netherlands has the highest Internet penetration worldwide for two of the other key global social networking sites, Twitter and LinkedIn. The Netherlands is in many ways a nexus of global social networking behaviour."(comScore, 2011).

3. Observation

In order to give an answer to the question "How to people connect?" we observed people on the street to see what they need to get in touch. Saturday is always market day at Delft and very popular. The streets of the inner city are filled with people from and around Delft and especially on nice and sunny days the market offers spontaneous entertainment, food and people to watch.

We think that a market place is suitable for this kind of research because it has a connection to the supermarket. We already looked at the market in the analysis phase in order to understand what people finds in market place (see report one). Now we look at the market situation to see what people need to get in touch together.

Conclusions of the observation:

- it is somehow personal and vary from person to person
- people need a place and a little help to start to chat or to communicate.
- often there is a common interest bringing people together: smoking, talking about staff at a market stand, asking for informations when the tram stops riding, listening to street musicians, waiting in a line, going to a party ect.
- it depends on the people itself: Age, interest, marketing, ethnic group, level of education and so on.
- the need of such places (including the social internet networks): communicating, showing up, sharing information, socialize, being distracted, learning and seeing something new...



4. Future scenarios

4.1 Introduction to future scenarios

Future scenario planning is recognized as a helpful tool to explore the range of possibilities that might influence the future. Using future scenarios to predict the future is not a good idea. Many examples proof that relying only on future scenarios while taking decisions typically ends in failures (examples: computers will not weigh more than 1.5 t). Predicting the future is simply not possible, the future is uncertain. Anyway, the essence of scenario planning is therefore to identify the uncertain factors for the future and to understand the impact they could have.

"A scenario is a set of systematically developed and internally consistent-possible but not necessarily probable- image of the future." (Duin, cited in van der Lught, 2004).

According to van der Lught, future scenarios are:

- Written stories, whereas more and more visualizations and medias are used.
- originally used to test strategic decisions
- helps generate future product concepts: opens up the frame of thoughts of the designer and allows to make design steps in varying directions.

Van der Duin identifies three sets of functions that future scenarios have:

- cognitive: frames of minds can be broken and the future can be seen as large range of possibilities.
- communicative: support shared mental models and stimulate conversation. The goal is to reach understanding of the different viewpoints rather than to arrive at an agreement. Enhances the learning process.
- creative: stimulate exploration of possibilities.

"Future environments are constructed in order to be able to experience these situations and to reflect on them." (Lught, 2004)

Future scenarios are generally developed by following steps:

- Step one: Framing the search
- Step two: Analyzing driving forces by using DESTEP (PESTED) for the macro level and questions of interests for the micro level.
- Step three: Determining scenario drivers: building the matrix
- Step four: Building scenarios
- Step five: Experience the scenarios
- Step six: Interpreting the consequences

4.2 Future scenarios and designing a social meeting point for future

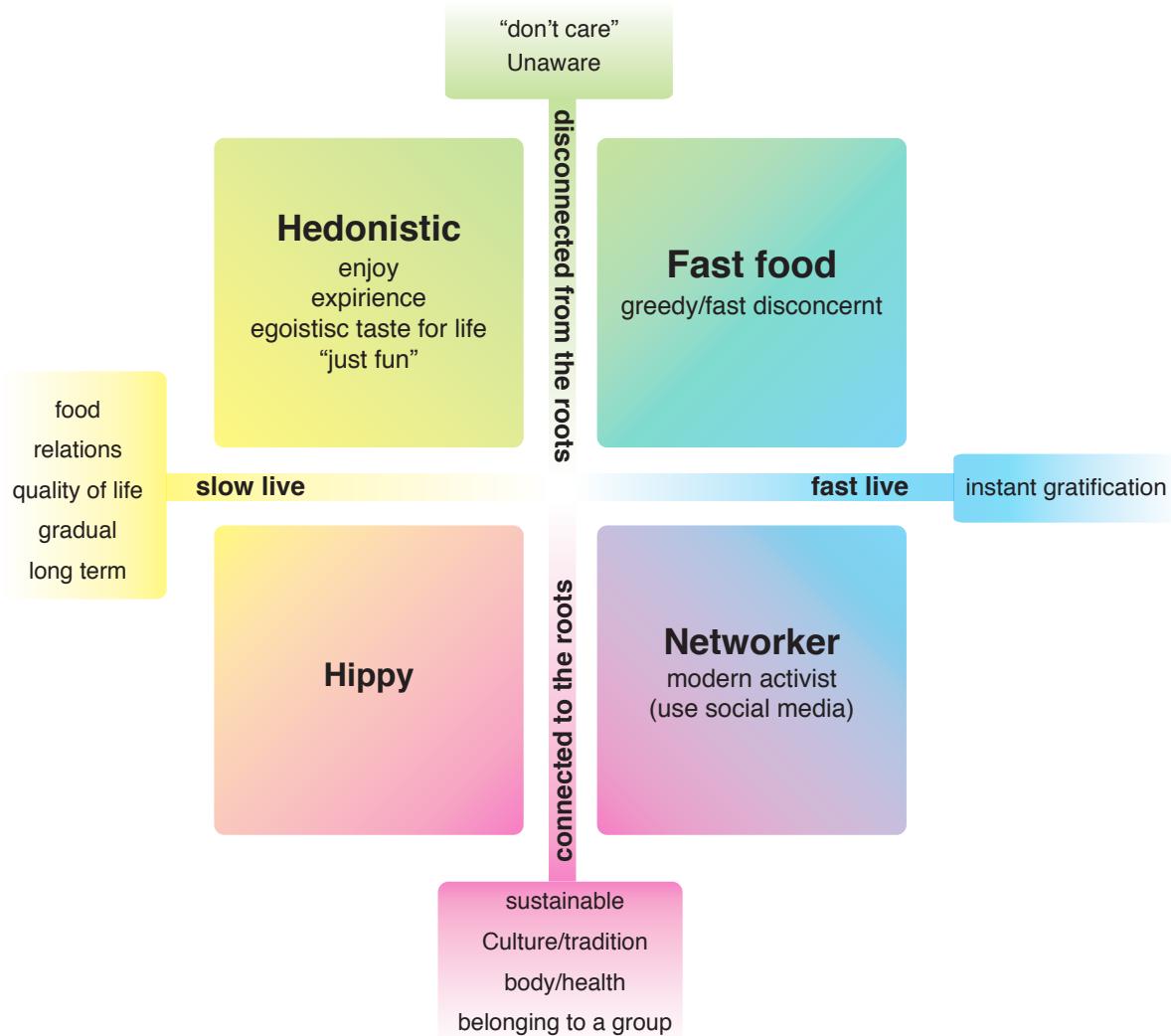
Since we have to design for the future we have to know what the future is. However the future cannot be predicted and a generated future scenario is uncertain with this method a feeling for how the future could be can be created.

As pointed out in the previous section, the future is uncertain and hard to predict and therefore future scenarios are a helpful tool to create a shared vision about the future within the group, to understand future trends generated during the first phase (research questions, interaction vision, DESTEP), to imagine the future, to support and strengthen the design goal and to shape the future of AH:

TO CONNECT THE DESIGN GOAL TO THE FUTURE

Frame the search

We design a social meeting point for the year 2030.



Analyzing the driving forces

To shape the future it is important to investigate the past, the present and the future. We based the driving forces on the outcomes of DESTEP and on the research questions analysed during phase one (see report one, page xx-xx).

In order to create the matrix four driving forces has to be identified. During a group discussion we first identified one driver and its opposite based on the trends analysed by DESTEP: fast and slow. We found that this are two existing movements in our society. The other two drivers of the matrix are connect and disconnect from the roots.

To give an idea on how we derived the driving forces we provide few examples. For example, a fact is that kids in cities do not know where the food comes from, how the plant or even the animal looks like, when the season for the food is. This indicates that people in cities are general disconnected from the roots. We saw that there exists the trend that people growth their own vegetables and fruits in the garden (AH is selling growth yourself wine grapes or strawberries, basil in the pot...ect.).

With the four key drivers we finally build a matrix with four futures. Illustration xx shows the matrix and the futures.

By combining two drivers in total four scenarios was generated. The Key forces for the four futures are:

- Disconnected to the roots – slow live: Hedonistic
- Disconnected to the roots – fast live: Fast food
- Connected to the roots – fast live: Networker
- Connected to the roots – slow live: Hippie

Building scenarios

Based on the matrix we envisioned the four future scenarios. In order to generate four stories according to the Key forces of the matrix we divided the task and everyone of the group (individual or in pairs) generated one story according one future. To envision that future we created a vision and a character:

- a story about one day of life in this future vision.
- we imagined our lives in the future.

Requirements for the generation of the future scenarios:

- Each story represent the life of one person (I) in 2030. We imagined our life's in the future.

From the four, even extreme, scenarios we extracted the most valuable elements. This was done during a group session in which each single element of the four scenarios were proofed according to the macro- and micro trends of DESTEP and what the group believes it might be come truth. The discussion resulted in a main future.

Disconnected from the roots---- fast

Imagining a future for 2030

As always waking up in the morning was really nice- my computer Tony started to sing my favourite song and then we had a small chat. As I am always in hurry, Tony tells me the news I have to know while I am dressing myself. He has also arranged all the visuals on my mirror so when I am brushing my teeth I can see the latest inventions in the field of technology. Right after getting up of the bed my computer tells me the exercises I have to make. I hate sweating, but my health bracelet than just sends annoying signals and therefore I need to exercise and I do it in the mornings.

As all people nowadays I have a lack of all kinds of vitamins and minerals. After showering I make a health test. According to the outcome of the health test the computer calculates what kind of nutrition supplements I need and a power drink will be mixed according to the analysis.

I open my fridge. It is full with ready to eat food as always. I don't have to worry about doing shopping, my fridge is smart enough to order the food and then the package is delivered at my door. Sometimes if there are new products in the supermarket, the food companies sends trials at home to taste. I have some favourite stuff that I can eat always- like strawberries; they are always in my fridge. I always put different kinds of products on the order list, because I am quite moody- maybe tonight I think that I want to eat Italian tomorrow, but next day I wake up and I want to eat Japanese meal.

The breakfast I spend under a special light lamp. Since I never go out for a walk and I neither do any open air activity (it takes too much time) I need special light to get enough to be healthy.

For my breakfast I choose a package from the fridge, put it in the microwave and it's ready in few minutes. The package contains everything I need including coffee. After the breakfast I drink the Multivitamin + Mineral power drink

Sometimes I am not in the mood for eating at all, and then I just take a pill that contains all the necessary substances

Once a month I have visit at the doctor who checks my health and condition. My health bracelet reminds me few days before about the upcoming visit.

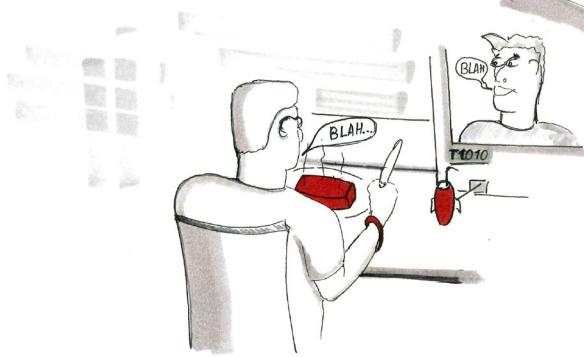
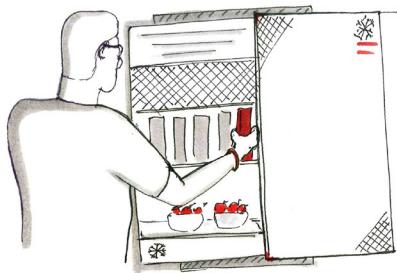
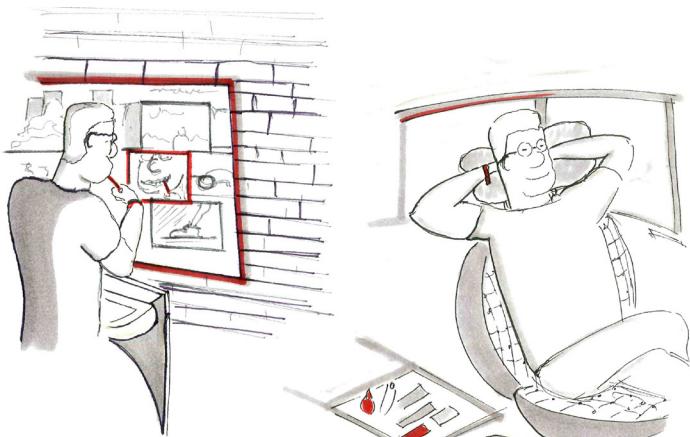
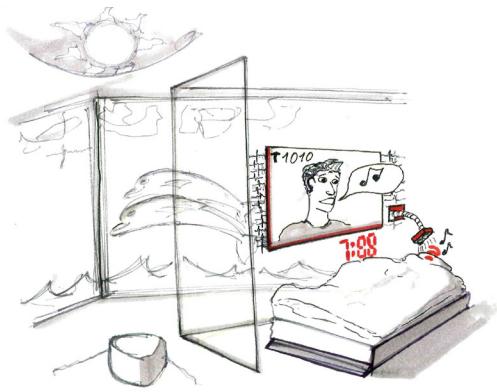
As I am hard working and building my successful career I have no time for the family or kids. I even can't take care of a real pet, however sometimes I miss some kind of live "creature" around me. But I am so happy to live in 203.. as the interactive walls of my flat can feel my mood and provide the right atmosphere. If I wish I can even have a lion in my room! Or dive with dolphins in the sea.

I mostly spent my day communicating with the company's different offices around the world. We have an interactive office, where you can talk with people like being at the same place. If I want I can do my work from my home or my car or any location I'm comfortable.

I am living by my own. I love my flat and my car. My car is really like my second home- it's big and cosy and so smart! We can even discuss the topics that I'm interested in. I like to drive around, to order food in drive-ins and eat it in the car while driving. You should see the things that I own. The newest trend between my friends is to have a small jet that can be kept on the roof of the house.

I meet new people in different social meeting places in the web. Sometimes we share the same interests but sometimes it's just nice to have a small chat for few minutes or half an hour. Then we say "goodbye" or "it was nice to meet you" and never meet again. So it's always a new experience and no routines.

I love to spend my free time shopping. Mostly I do it online, sometimes I buy the things, but sometimes I just try the clothes on virtually and get inspired. By paying a small fee I can have a new online outfit everyday, or change my hair color daily.

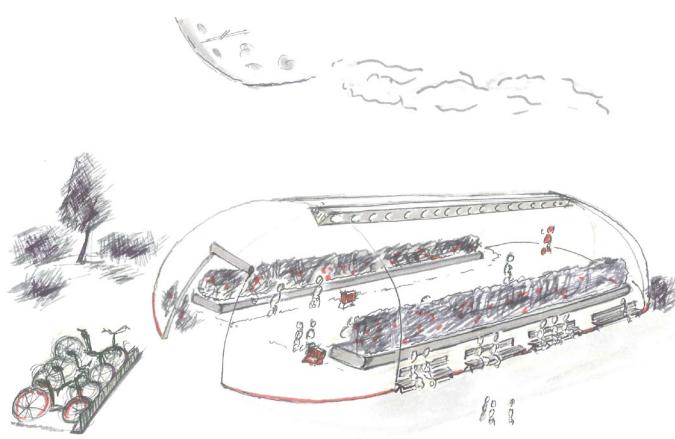


Hippy Utopia

Sem is cruising through the city on his bicycle, he has to deliver a package for miss Jansen living in one of the luxury elderly facilities. It is his work to deliver packages and he likes it; the fresh air, the exercise and the personal contact with his clients. Long ago they abandoned cars out of the city to make a more qualitative living environment. Now he is cruising through green lanes and across little lakes of water. Oops; watch out for that family of gooses crossing his lane, he is quite on speed on his bicycle so he does not want to hurt the gooses. His bicycle is adjusted to his likings; it is a handmade unique piece. All the bicycles made today are equipped with an electro engine. Sem generates his own energy which will be used immediately to support his pedaling for his bicycle but also for his communication system. Poink! No that was not a goose but a sound indicating he has a new video message. It is probably from my boss, Sem is thinking, when he is finished with this package he will take some time to see what is next. When he is at work his communication device knows he does not want to be disturbed. The communication now all goes with video calling; an image of the person you talk to is displayed in front of you. The old fashioned and romantic way of writing letters is now re-established but updated to modern technology. Personal 3D printing is commonly used as it is easy to do and cheap and original. These are the packages Sem is involved with everyday in his work. Originality is a great good in this society; people value the attention and effort one gives to someone else. Attention is the big buzz word these days; attention to each other, to yourself, to food, to culture, to nature, to the world around you. Sem arrives to miss Jansen's house, he sees her already busy in the garden and waves to her. "Hello miss Jansen! How is life today?" They make a small conversation before he takes off to his next delivery.

For his next package he has to go all the way to the other side of town, he decides to take the metro because he is already quite tired of all the kilometers he made today. Before he takes off he checks the message he got, surprisingly it is not from his boss but from his girlfriend Sophia; "Sem for dinner today I am making a Chinese casserole and I am in need of some fresh carrots, can you pick some up at our garden?" Ai he totally forgot; today it is their shift to cook a meal for the neighborhood, but no worries he will just pick up some carrots out of their mutual garden. These gardens are all across town, gardens for every neighborhood, they produce fresh and healthy food of the seasons. The gardens are places to come together, relax and contemplate. Most of the gardens are shielded to function like a glass house and to protect for the weather on some days. Most days they eat with all their neighbors, everyday someone else is responsible for dinner. This is a nice way to be involved into other people's lives; it gives a strong community feeling and a feeling of social responsibility. Sem can not think how this would ever be different. He values these dinners a lot; there is a lot of conversation about different cultures and traditions and they ponder about life.

But now; back to his next delivery, the metro is almost there where he has to get out, he likes the view from above, he can already see the house where he has to deliver his package. Sem gets off the metro and cycles to mister Maghmoud's house. Maghmoud is not home today, Sem knows, Maghmoud has to work at the conference centre. Today there is a lecture about the latest glasshouse technology concerning energy consumption. So, his workday has ended. Sem decides to make a stop by the massage salon, his calves can use a break.

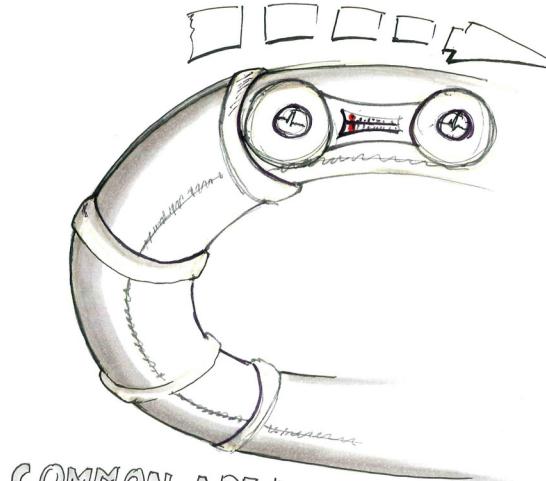


The Networker

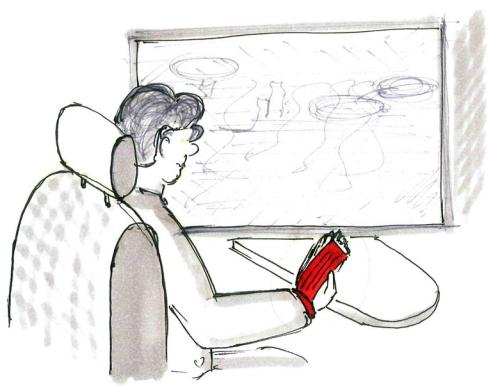
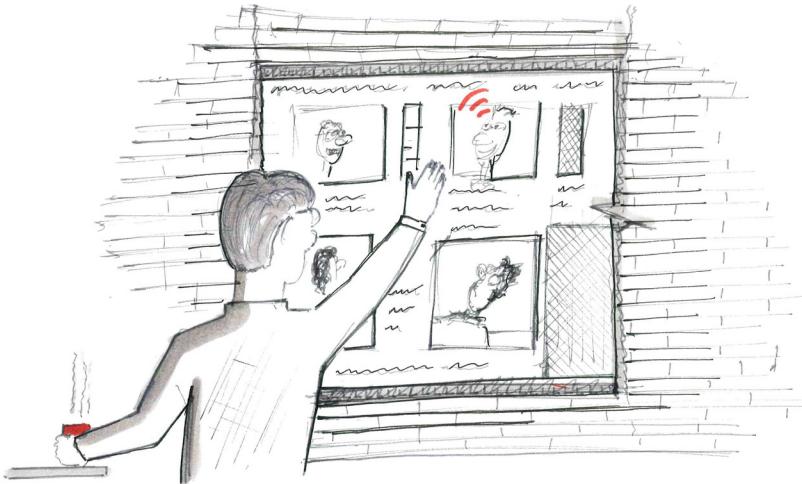
Tomas woke up and realized that he had his pillow in a clutch. It was half past 7 and he needed to get ready to go to the office. Nevertheless he opened up a pack of his favorite "Home Country Breakfast" packages which he loved the taste of. He sat in front of the computer to eat it and took the opportunity to check his social networking website. He browsed swiftly through some photos and found most of them to not be as interesting as he expected. There were other interesting things though. He eventually finished his browsing when the calculations he constantly made in his mind, about whether or not he had enough time to get to work, showed that under almost all circumstances he would be a little late. His girlfriend was not at his place so he rushed out of the door with his suit vest half buttoned up and one shoe untied. Luckily the elevator had a mirror inside and he had the opportunity to straighten up. Still when he checked his looks he thought that he looked quite nice if the circumstances under which he had gone to bed to last night were taken in account. He had been to a bar

with his best mates from work last night and they had 4 pincers of their favorite home brewed beer.

For the split second he thought about work he realized he wasn't really looking forward to giving the presentation today. That was because of his poor skills in working with the new presentation program and the fact that he did not have any good ideas lately. Still he was looking forward to see what his colleagues had to say as they were always very willing to help. Besides he was confident in the fact that he could easily express himself and expected to get a nice result even if he improvised. He did not see anybody from the building in the lobby which was a sort of relieve because the people living there were generally older than him. He would gladly talk to all of them but thought that in fact they are quite annoying. When he exited his building he was in a new world, sadly without one of the office key cards which he later found that he had forgotten in his place.



COMMON AREA



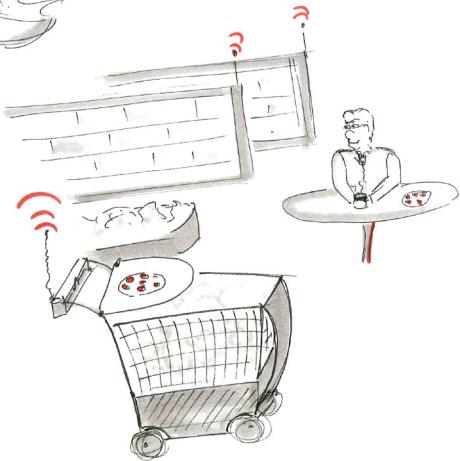
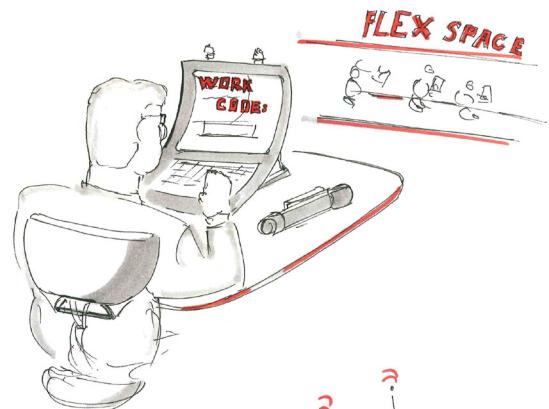
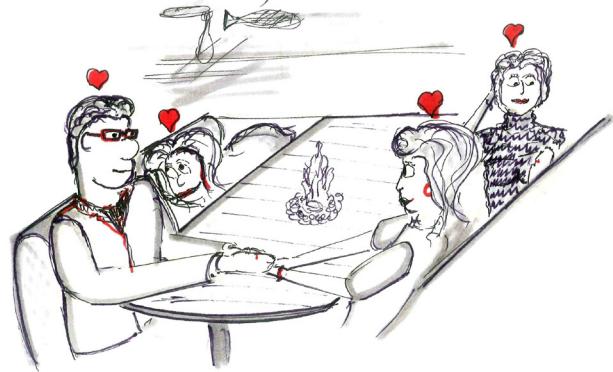
Hedonistic world

In this world everyone's life is devoted to pursuit their own pleasure and self-gratification. People in this world are very egocentric and always looking for more and more gratification. In this world lives Jack. He is a 31 year old man that lives alone in his luxury urban apartment. In this world monogamy is not normal anymore and therefor he has 3 girlfriends, and those girls have also other boyfriends. He likes to go out for dinner with friends. He likes to hang out with friends but he does this only for personal purposes to not feel alone. In his world friends are more important than family. He keeps contact with his friends via text messaging.

Jack works at flex places that are build all over town. These places have luxury and relax atmosphere and in this way he can choose were to work and when. He always drives to his work spots in a luxurious polluting car. At lunchtime he takes all the time to have a nice lunch and meet up people of the business. He owns a lot of personal hand held devices and is fond of his privacy.

He does not like to go out to get something from the store, so he has his own personal shopper. Because of this personal shopper he does not know which stores the products come from and therefor he is totally disconnected. He is getting his food of the caterer or he is eating out. His own concerns are more important than that of the worlds and therefor charity is not common in this world.

He loves to look good and enjoys life at the fullest. Therefore he needs to go to the beauty salon and the detox-clinic once in a while. He believes that hangover pills are working after a long night out. He believes in medicines and medical science and not in a spirit/god. Religion in this world almost does not exist anymore. People in this world are specialist: they know more and more about less and less, till at the end they know everything about nothing.



2030 (group expectations based on trends)

It is an ordinary working day morning and Mia is waken up by the sunrise lamp. Firstly she does some stretching exercises in the bed and then few more on her gym mat. Usually the exercises takes a half an hour, but today she is in the mood to do few more, so in 45 minutes she feels awaken and ready to start the new day.

She is living alone; however her boyfriend is living only few blocks away from her apartment. They meet regularly and sometimes one of them spends a week in other's apartment. They have decided that living separately works best for them as it is nice sometimes to be on their own.

She enters the kitchen and the list on the fridge is showing what is inside and what could be eaten for breakfast.

Luckily she has been shopping this weekend. She goes shopping once week to the big XL store. During the week if something is missing or she wants to have something fresh, she orders it online or passes buy the local shop-fast store.

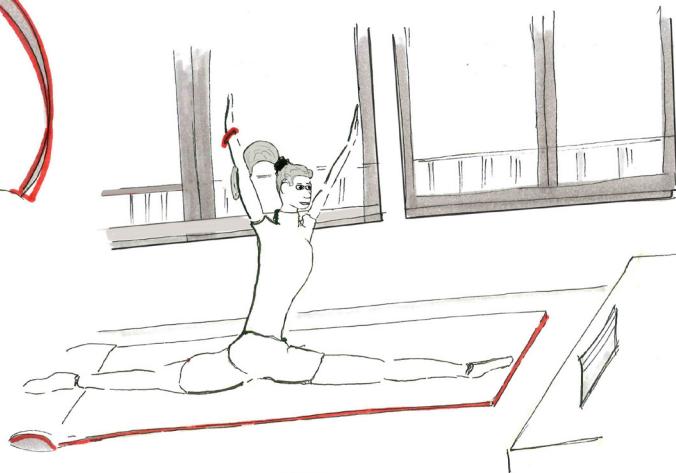
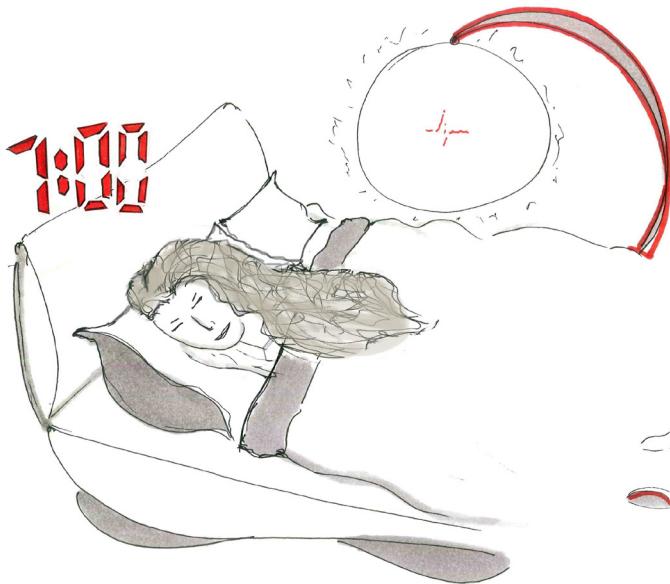
Mia has chosen to shop in XL store as she enjoys tasting the food, meeting other people in the store and gaining new information from the shop assistant. After doing shopping she usually asks for home delivery. In the past she owned a fuel driven car, however now they are forbidden in the cities (therefore the air quality has really improved)

and she don not owe a new car, therefore home delivery is a perfect service for her. She can go shopping by bike and after stay in the shop's meeting point to enjoy a cup of coffee and a chat with a friend. Sometimes she even orders a meal beforehand and enjoys it together with her friends in the store.

Mia has to go to the office only when there are some team building activities, so she can get to know her colleagues better and have trustful working relationship with them. Usually she enjoys working in different venues around the city. Today she has decided to work at the bakery that is just around the corner. On her way she goes in a small fast-shop store to buy her favourite vitamin drink. The health bracelet has shown a sign that she has to intake vitamin B6.

Before starting the work, she spends some time video chatting with her friends. Some of them are living in cities far away and they cannot meet so often face-to-face. However friends that are living closer and are as flexible as she is, could be met during the lunch or weekly shopping.

Today after work she has to meet with her boyfriend and celebrate their 7th anniversary. That is going to be a very nice evening, as they are going to cook together and later go to the cinema.



5. 5W's and 1H

4.1 The method

5W's and 1 H is an analysis method and it takes approximately 30 minutes to 1 hour to perform it. The function of the method is to define the problem and set the goals. This method is carried out in a group.

We used this technique to define the all points that are necessary to be taken into the consideration when we start the idea generation phase. Therefore we investigated the goal (social meeting point) from 6 different angels (the 5W and 1H questions). The main questions that were asked to define the goal where:

- What is a social meeting point for us?
- Who will use it?
- Where it will be used?
- When it will be used?
- Why there is a need for social meeting point?
- How can we design it?

4.2 5W's and 1 H for the Social Meeting point for the future for 2030

What

A social meeting point for us should be a place where people can communicate and connect with each other, thus also a place where people can get informed about issues around food, for example the origin of products, the way of preparing food, the recipes and the cultural meaning of food. In this place people should be able to connect with each other by exchanging experiences around food. For example they would be able to share recipes, share stories, share experiences with products and share experiences about sensations of food. In this place people should be able to connect to their senses, they will become aware of their senses and of the beauty of the food, for example the wonderful smell of basil or the special taste of ginger with dark chocolate. In this place people will be able to taste the food and through all those experiences spontaneously connect to inner self and outer world.

Who

The target group are people who visit the supermarkets in the future to experience and try out products. Thus these people are willing to meet with other people. Stated as this we can say that we have a broad target audience, we want people from every generation to feel invited to the social meeting point. This means we include elderly people as well as children shopping with their parents. We want this because the Albert Heijn brand is a family brand; they now target youngsters as well as families and elderly. This is also why the Albert Heijn brand is a success, for every category they have products and services.

Where

This social meeting point will be located inside the supermarket (which can be more specialized store like AH XL or the AH Café or the AH Excellent). The specialization which is excluded is the AH to Go because the store format does not fit the characteristics of our specific social meeting point. It would be a contradiction to place a social meeting point into the AH to Go as we would like people to take their time to experience it. While the concept of AH to Go is the fast and quick service.

The following conditions are for the location of the social meeting point inside the store:

It should not be located near the cooling area (as it is now in some stores) and it should not be located at the end of the shop or a dead ended path. The routing of the shop should support the social meeting point. Thus social meeting point should provide people with an overview, they should not feel unsafe, so they should always have to have a possibility to keep track of what might happen behind their back- to see who is coming and who is going. On the other hand the

social meeting place should be placed in a way that people can enter from different side. For example a market place in most cities are a central point of the city where people can enter from the north side right or left near the church or from the south side right or left near the city hall.

When

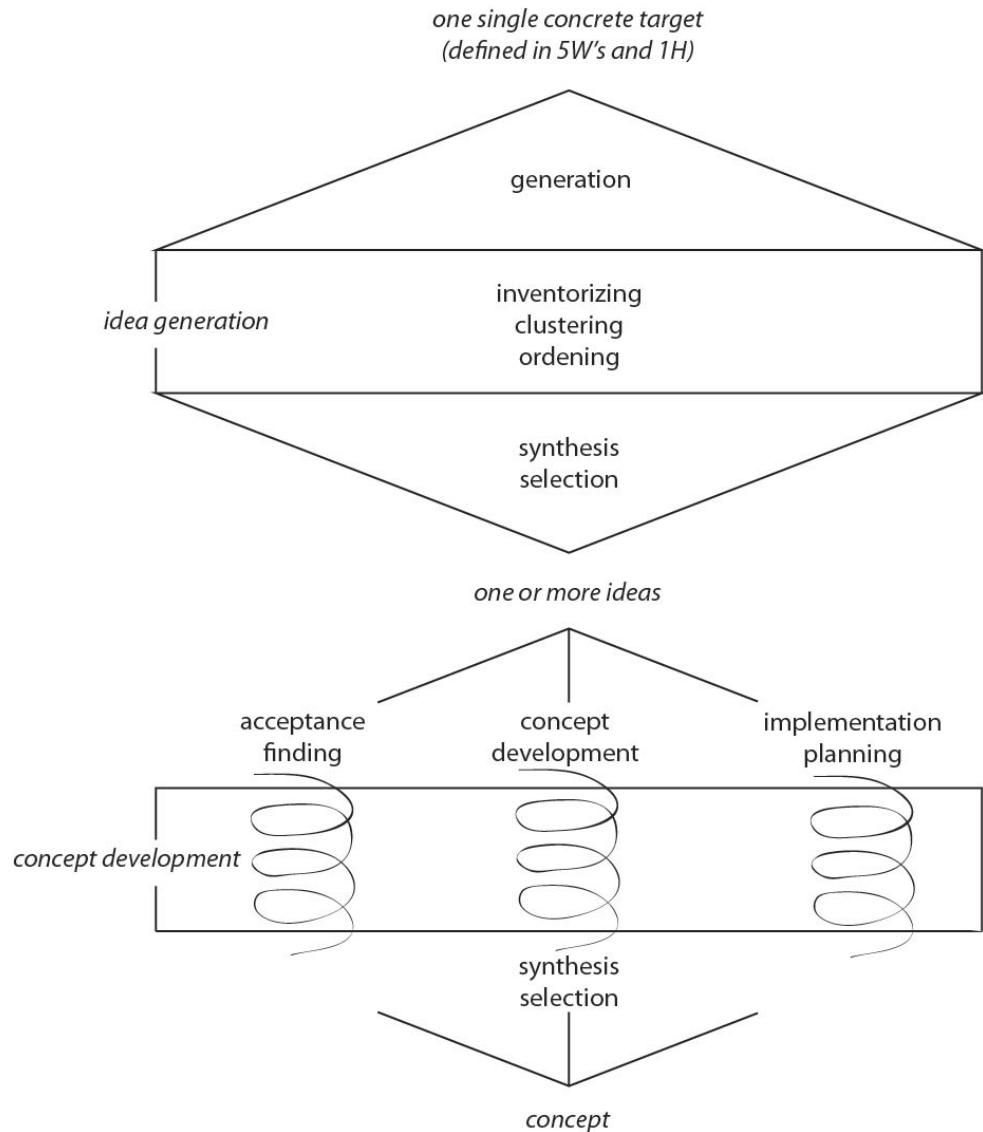
This is a social meeting point for year 2030.

Why

Amount of people shopping online are increasing and we believe that Albert Heijn should provide extra value for the customers, therefore the shop should become a place where a customer can experience and test the products. Thus there are also additional characteristics that all the humans have- people like to be informed and would like to have the feeling of control. Looking at the increase of using social networking, it is visible that people have the aim to leave traces behind them and they want to share their thoughts and experiences. However social networks are just a part of the every daily life, there still stays the primary need of social engagement with other people. For Albert Heijn it would be good that people stay longer in the shop, so they will buy more goods. Thus if people are encouraged to share their experiences and hear the experiences from their peers, that will enable them to try out new products easier. This kind of social meeting point will also strengthen the Albert Heijn brand image.

How

By designing a social meeting point for 2030. The social meeting point should act as a connector between all the elements mentioned in 5Ws part (above).



Picture 1: Creative Problem Solving (Tassoul & Buijs, 2007, in Tassoul, 2009)

6. Idea generation and concept development

6.1 Introduction to idea generation and concept development

For the idea generation we took the inspiration from the Creative Facilitation course that was followed by two group members (Karina and Barbara) in the previous semester.

According to Tassoul (2009) the ideas and concepts has to be differentiated. An idea may be a word or thought of a stepping – stone towards some useful solution. Such an idea will need to be worked on to developed it into a viable concept. In a concept, different aspects are elaborated in such a way that one can say something about its effect and its viability. A simple way to differentiate ideas and concepts is that an idea contains a simple notion or perspective, and a concept a more complex whole, something that is already more like a system, with at least some understanding of its functioning and its functions.

In the idea generation process we followed the steps of the Creative Problem Solving (picture 1): the first part in the diamond is about diverging- generating as many options as possible, postponing judgment, using free associations, accepting all the nonsensical ideas as stepping stones, etc. This is then followed by a stage of recognizing and selecting the ideas that has to be developed further. Those ideas are developed further into concepts.

6.2 Generating ideas

During the idea generation phase we aimed to generate as much ideas as possible. The ideas could be expressed in sketches and in words. Generating ideas in groups is allways crucial and to avoid ownership of ideas we decided to follow several steps and to allow each other to contribute with ideas. This phase was devided in several steps over a period of three weeks and allows the students to reflect on the ideas during the off phases.

6.3 Step one

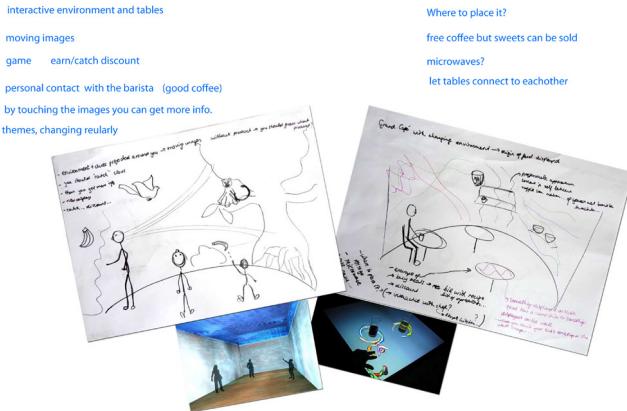
Individual sketching. Every member of the group was free to sketch as much ideas as possible. The only constrain was to get inspired by the 5 W's and 1 H.

6.4 Step two

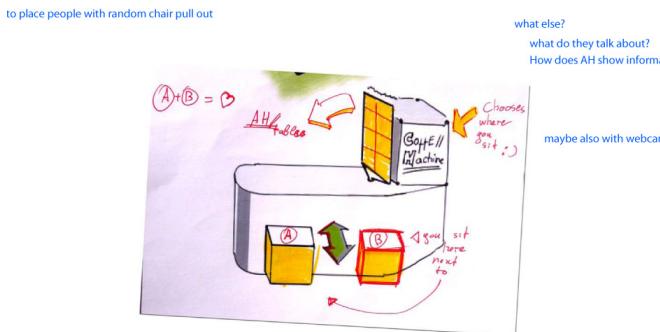
Clustering in themes: as a group we discussed the ideas and after that we tried to cluster them into themes. After we derived keywords for each theme. The four themes were presented and discussed with the staff of Albert Heijn and our tutors during the presentation of the first phase. For them was possible to express their opinions about and for us to understand if the directions are the right ones.

On this two pages one can find the four themes and the keywords.

Interactive Coffee Café



Interactive Coffee Table



Interactive Coffee Café'

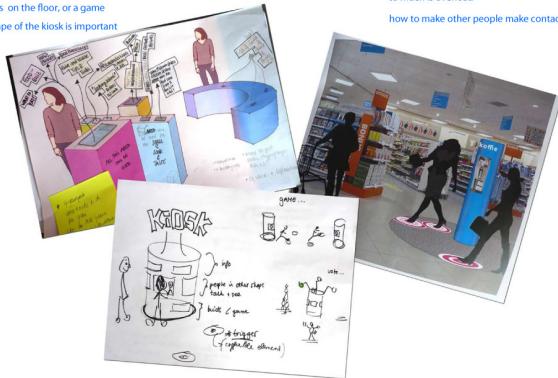
- stay longer
- morning until afternoon > coffee later in the evening > ?
- bigger space
- sit down, movable seating
- morning? not longer than 1 h
- bounded area
- can enter from shop side and outside

Interactive Coffee table

- open area
- drink one coffee (or tea) and have a small chat
- what else then coffee?
- in between the kiosk and cafe
- a screen > chat about what you see: should provide a subject you talk about
- meeting new people
- one spot in the shop
- bar style

Interactive Kiosk

webcam contact with other shops
give people a subject to talk about
triggers on the floor, or a game
the shape of the kiosk is important



to much is overload
how to make other people make contact?

Interactive Kiosk

- one spot
- more about information
- trigger to attract
- standing
- leave traces
- short and fast
- a lot of technology

Social Card

every shopping cart has a display
leaving traces/suggestions/ideas/receiptes
meet friends
show who is in store and when



a place to meet eachother in store

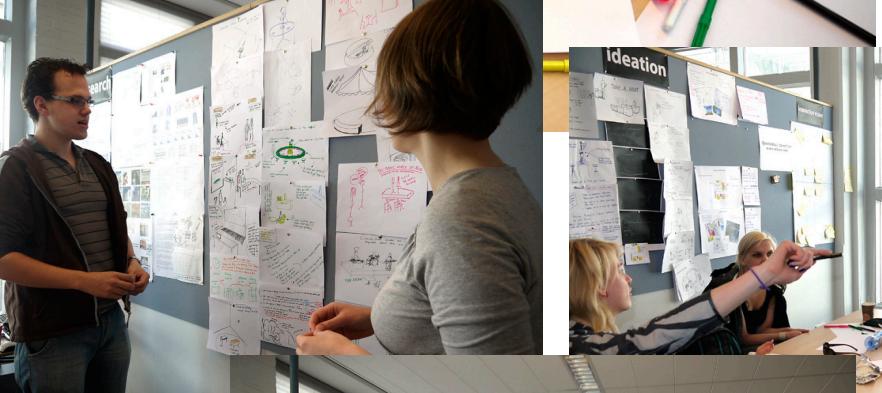
what is the trigger?

How for AH to tell about the food issues?

how to meet strangers?

Social Card

- The whole shop is a meeting place
- leaving traces
- shopping together and meeting people you know who are shopping
- share information

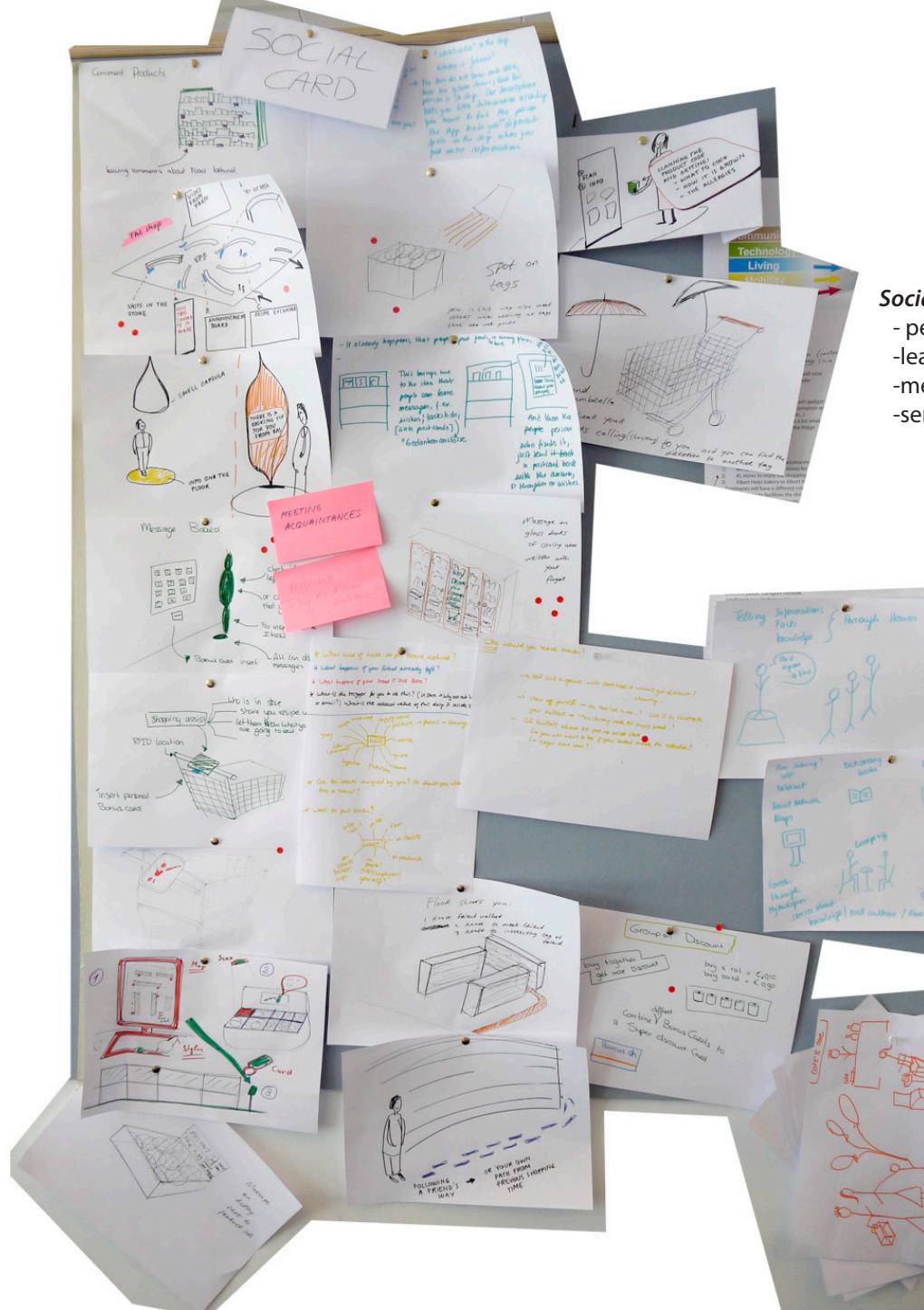


6.5 Step three

Then we generated new ideas to the themes. The ideas were generated during two group drawing sessions and for each theme we gave twenty minutes to draw. The group members were sitting around the table, equipped with paper and pens. After a sign, everyone started with sketching the ideas on the paper and once the idea was done, it was putted in the middle of the table, like a pool where everyone can pick an idea and work with this idea. In this way, we could be inspired by each other and it was allowed to hitchhike on the ideas of others. After twenty minutes every idea was presented to the group and only questions to clarify the meaning of the ideas were allowed. All the ideas were attached on the wall. At the end of each round we selected the best ideas by distributing dots. Everyone had three votes. In this way we believe an overall trend can be tracked avoiding long and distracting discussions. The discussion started after the conclusions of the session. In the discussion, also the tutor was involved. The tutor provided us with help full tips and thoughts.

Looking at all the ideas we were able to find characteristics they have in common. On the following pages we will show the four themes and the ideas. Overall it can be seen that two themes are more about information and two are more about people.

On the following pages the ideas and sketches are presented.



Social card

- personal (by individuals)
- leaving traces
- meeting friends/acquaintances
- service and whole supermarket



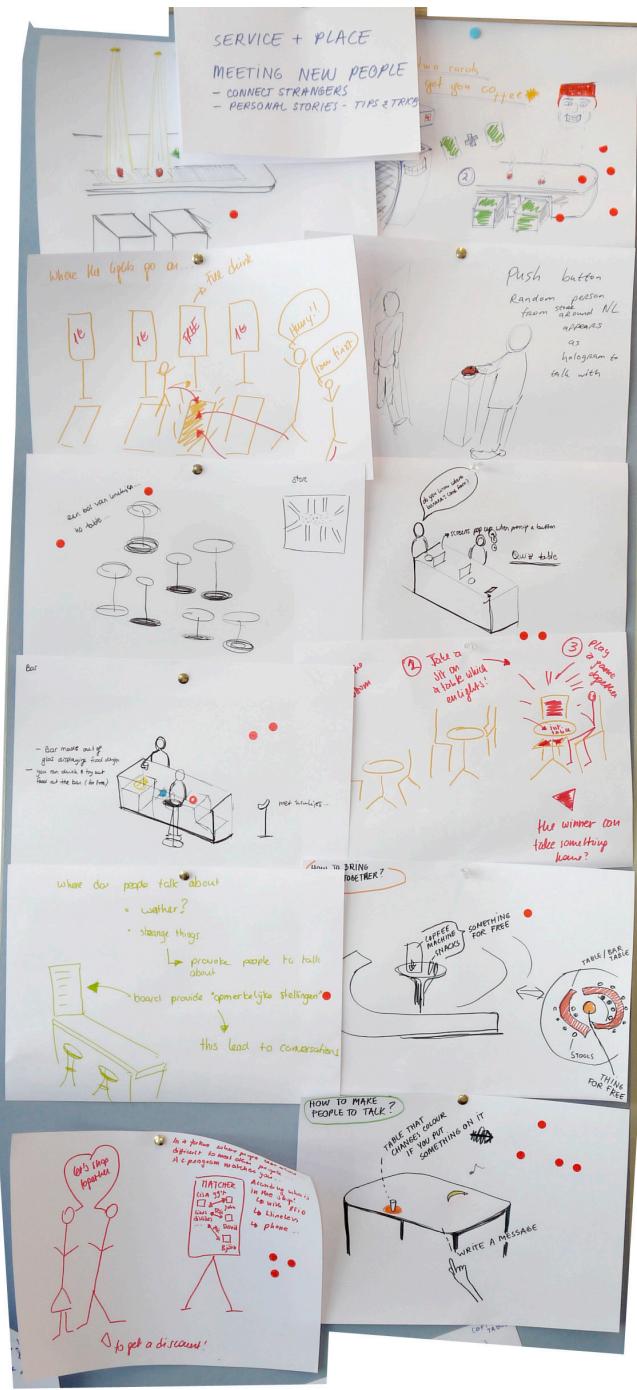
Interactive coffee

- tasting
 - experience (senses)
 - long time
 - meeting friends & new people



Interactive kiosk

- informational
 - guided by supermarket
 - exchange recipes



Service and place: meeting new people

- connect strangers
- short time
- service and place
- tips and tricks exchange

6.6 Step four

Finally we assigned to each theme one member of the group to work out a new and better version of the original theme. The four pre-concepts then were presented and discussed throughout the group. In this way, everyone could contribute with ideas or critics.

During the concept development we find one new and interesting stream to investigate and at the end we had five concepts instead of four.

In concept one and concept two users are involved, therefore a trial was conducted in order to understand if this concepts could work in reality.

In the following we will show the trial followed by the five concepts we presented at Albert Heijn. Finally, concept two "Speak up your heart" was chosen.

6.6.1 Testing Statements and Traces

Because in the concepts "Speak up your heart" and the "Social Assist" (see page 40 and 42) we make use of input from users. We ask them for leaving a statement or we ask them to leave traces throughout the whole shop. We were curious how this will work in a real setting and what kind of statements/traces people will leave. Therefore we set up a small test within our team.

We chose to only test those concepts with people of our team because this was easier and quicker. We are aware that we might be biased by our own enthusiasm about the concepts.

We went to a big Albert Heijn in the Hoven passage in Delft. Our team was divided into two sub teams; team 1

with 3 people to leave statements and traces while doing some shopping and another team that observes. Because Renee and Sandra were the designers of the concepts they were excluded for leaving traces and statements and had the task to observe.

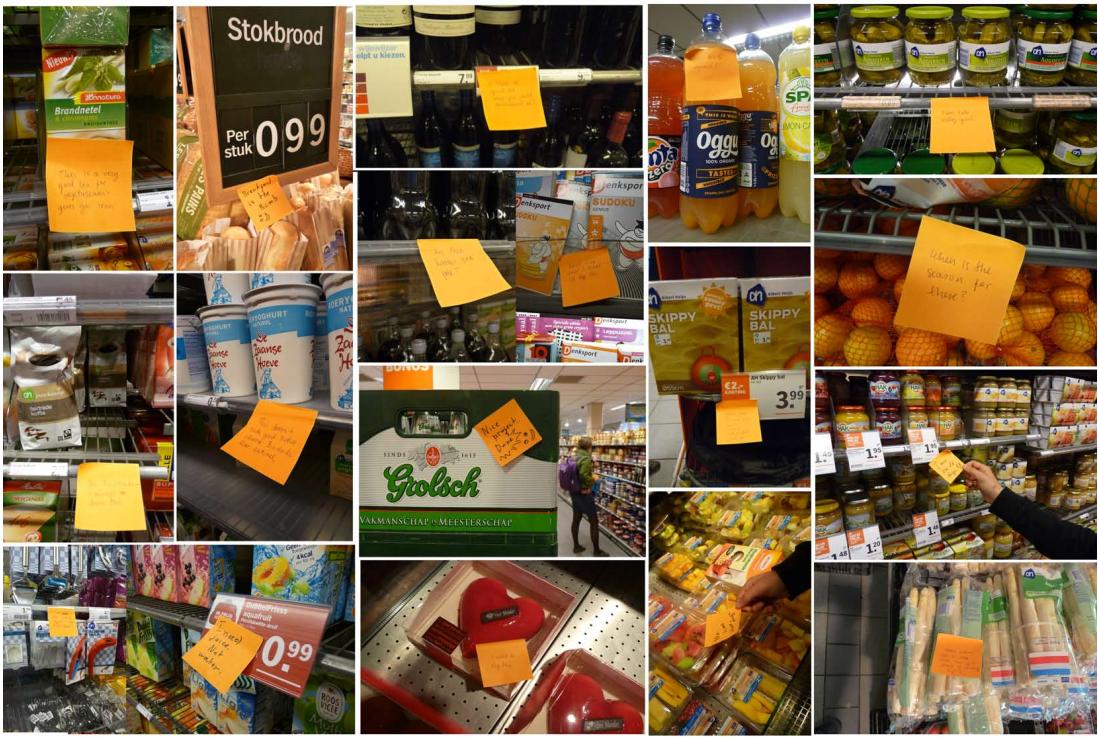
We imitated the leaving traces and statements with simple post-it's, when leaving a trace you write something down and put the post-it on the product. With the statements team 1 was asked before they entered the store for a statement, they could change the statement while shopping.

Conclusions:

For leaving traces it is important to leave the trace with the product or with a visual of the product. Visuals and images are important for leaving traces.

It was easier to think of traces and statements than thought on beforehand. You start looking differently to products in the shop, you think of memories and experiences you have had with products. Or you wonder and start asking questions. You start seeing the humor in some products or their packaging. You give your opinion about products easier. Also it was more fun to do so.

For the statements it was a bit harder because you could think of them before you entered the shop, this does not give you an immediate impression/inspiration and starting point. But when inside the shop it was easier to think of a statement.



Picture collage of the statements

All the Statements:

"I can't believe I am shopping at 12 again...:)"

"I fancy a nice lunch"

"Are there nice guys shopping at the moment? I'm a vegetarian"

"Ff snel ontbijtje scoren voor straks in de trein"

"What a nice flowers outside!"

"I want fruit without peeling"

"Never go shopping when you are hungry"

All the Traces:

"Yes, fairtrade! I always chose this"

"What can it be? Love :)"

"Breakfast is the bomb!"

"This doesn't taste good. Better chose Biogarde Roer Naturel"

"I need juice, not water"

"Hey, this is organic!"

"Are these bottles BPA free?"

"Never knew AH sells skippyballs! Love them! I used to have a pink one..."

"Nice project done!"

"Is there a good red wine you could recommend me?"

"No time these days..."

"These taste really good!"

"When is the season for these?"

"I miss the old days...:)"

"Never knew how to cook these. Can you share a cooking tip?"

"Next time when I travel I will buy this!"

"Which peeler would you suggest? I need to peel carrots"

"This is a very good tea for vegetarians, it gives you iron"

"Oeh I want to try this!"

"Sex in the AH?"

"This is the best honey ever!"

"Where are the 'enkel plak' cheese boxes?"

"Chemicals!!!"

"Is this nice?"

"Ik heb al genoeg bier op deze week"

"I'm gona make lasagna tonight"

"Dit is echt goede shit!"

"What to put into my smoothie?"

"I need a vacation!"



Social Assist



The Social assist help to combine your social life with shopping. You can also invite friends to make a shopping appointment.

It is also possible to shop together. If you find a friend inside the store you can connect by bumping in to each other. If this happen the groceries list of your friend appears next to yours. Now you can help him to pick all the groceries and visa versa. This will be very efficient and fun to do. You can see with of the items your friend already picked, by the crossed lines.

Get inspiration of recipes. You can see the recipes of your friend or the one the used the latest. If you pick one recipe the groceries will be automatically put on your shopping list. Your friends can see what kind of recipe you made and there is a possibility to leave comments about the recipe on the message board.

The interactive shopping list makes it easy for you to shop. It uploads your shopping list that you made at home. The groceries nearest to you are shown on top of the list. If one of the groceries is put in the cart the item is crossed off the list.

See the messages friends left to you throughout the store. You receive this messages from your friends by place were your friend left it. You can also receive messages from Albert Heijn for example about discount. It is also possible to left messages insight the store for your friends.

Slide Bonus card to activate social assist. When the device is activated it holds your personal data.

The Social Assist works together with the Apple app. There are different things that connect the Social Assist with the app so there is a nice balance between online and offline.

See who of your friends are in store and locate them with the radar function. Green means in store, blue means that you just missed them and red that they where not in store for the last 24 hours. This is also the place were you can invite people to be on your buddy list. If that person accept the friendship than he will appear on your buddy list.



On the app you can upload success recipes, and let your friends know about it. But also making your interactive shopping list at home that automatically upload when you log in with your bonus card. On the Apple app you can also see who of your buddies are in store. Therefore it is possible to easily make a shopping appointment.



6.6.2 Concept 1 - Social Assist

The Social assist helps to combine your social life with shopping. You can also invite friends to make a shopping a shopping appointment.

Social Assist is a device connected to the shopping cart. When you enter the store, the Social Assist can be activated by sliding the Bonus card. When the device is activated it holds your personal data.

There are four options in the Social Assist:

- Shopping list: The interactive shopping list makes it easy for you to shop. It uploads your shopping list that you made at home. The groceries nearest to you are shown on top of the list. If one of the groceries is put in the cart the item is crossed on the list. It is also possible to shop together. If you find a friend outside the store you can connect by bumping into each other. If this happens the groceries list of your friends appears next to yours. Now you can help him to pick all the groceries and vice versa. This will be very efficient and fun to do. You can see which of the items your friend already picked by the crossed lines.
- Buddy list: See who of your friends are in the store and locate them with the radar function. Green means in store, blue means that you have missed them and red that they were not in the store for the last 24 hours.

This is also the place where you can invite people to be on your buddy list. If that person accept the friendship then he will appear on your buddy list.

- Messages: See the messages friends left for you throughout the store. You receive this message if you pass by the place where your friend left it. You can also receive messages from Albert Heijn, for example about discount. It is also possible to leave messages inside the store for your friends.
- Recipes: Get inspiration of recipes. You can see the recipes of your friend or the one the used the latest. If you pick one recipe the groceries will be automatically put on your shopping list. Your friends can see what kind of recipe you made and there is a possibility to leave comments about the recipe in the message board.

The application

The Social Assist works together with the Appie app. There are different things that connect the Social Assist with the app so there is a nice balance between online and offline.

On the app you can upload success recipes, and let your friends know about it. You can also make your interactive shopping list at home that will be automatically uploaded when you log in with your bonus card. On the Appie app you can also see who of your buddies are in the store. Therefore it is possible to easily make a shopping appointment.

on Speak up your heart! razB

Speak up your heart is a service together with an actual meeting place. With the application you can leave a statement, at the heart table you can leave comments and connect to other people.

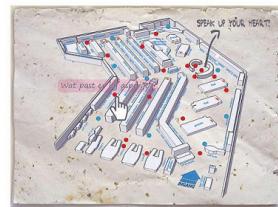


The Application on the phone

Speak up your heart consists out of a service and an actual meeting place. The service is an application for your mobile phone. With this application you can leave a "statement" whenever you like. This statement is saved and displayed only when you are inside the Albert Heijn shop. The statement is displayed at the meeting point. At this meeting point you can react to other people's statements and see people's profiles. The meeting point offers you the possibility to indirect communication as well as direct communication. When leaving the shop the application offers to save your statement with reactions of other people. Your statement will disappear from the meeting point tables when leaving the shop.



The Statement program on the table



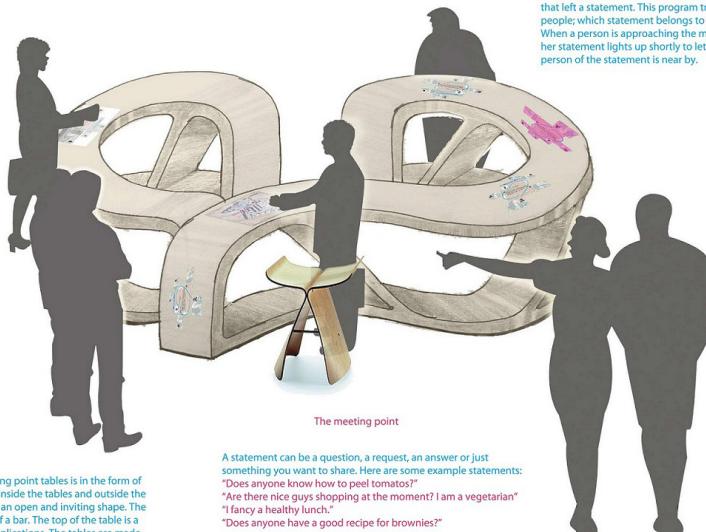
The map program on the table

There are two different types of "programs" displayed at the meeting point tables.

One is the program of the statements, you can see all the different statements floating around. You can see comments of other people and you can leave your own comment. Also it is possible to view the profile of the person who left the statement. In the profile people can talk about their favorite ingredient, favorite dish and success story.

The other "program" that is displayed is the map. On the map you can see which statement belongs to which person in the shop. You can see the location inside of each person that left a statement. This program triggers the curiosity of people; which statement belongs to who?

When someone is approaching a meeting point tables his or her statement lights up shortly to let people know that the person of the statement is near by.



The meeting point

The shape of the meeting point tables is in the form of a heart. You can stand inside the table and outside the table. The tables have a height of an inviting chair. The tables have the height of a bar. The top of the table is a touch screen for the applications. The tables are made out of plywood. This is because plywood has a natural but also minimalististic image. It is warm and inviting. There are also chairs available to sit on, these chairs are 'active', you sit on them for a short period.

The styling of the applications should have the same 'look and feel' as the styling of the table. It should not look to smooth or technical. I used the analogy of a shopping list to design the interface of the application.

A statement can be a question, a request, an answer or just something you want to share. Here are some example statements:
 "Does anyone know how to peel tomatoes?"
 "Are there nice guys shopping at the moment? I am a vegetarian"
 "I fancy a healthy lunch."
 "Does anyone have a good recipe for brownies?"



Shape and material

6.6.3 Concept 2 - Speak up your heart

Speak up your heart is a service together with an actual meeting place. With the application you can leave a statement, thus at the heart table you can leave comments and connect to other people.

Speak up your heart consists out of a service and an actual meeting place. The service is an application for your mobile phone. With this application you can leave a "statement" whenever you like. This statement is saved and displayed only when you are inside the Albert Heijn shop. The statement is displayed at the meeting point. At the meeting point you can react on other peoples' statements and see peoples' profiles. The meeting point offers you the possibility for indirect communication as well as direct communication. When leaving the shop the application offers to save your statement with reactions of other people. Your statement will disappear from the meeting point tables when leaving the shop.

There are two different types of "programs" displayed at the meeting point tables. One is the program of the statements, you can see all the different statements floating around. You can see comments of other people and you can leave your own comment. Also it is possible to view the profile of the person who left the statement. In the profile people can talk about their favorite

ingredient, favorite dish and success story.

A statement can be a question, a request, an answer or just something you want to share. Here are some example statements:



"Does anyone know how to peel tomatoes?"

"Are there nice guys shopping at the moment? I am a vegetarian"

"I fancy a healthy lunch."

"Does anyone have a good recipe for brownies?"

The other "program" that is displayed is the map. On the map you can see which statement belongs to which person in the shop. You can see the location inside the shop of each person that left a statement. This program triggers the curiosity of people; which statement belongs to whom?

When a person is approaching the meeting point tables his or her statement lights up shortly to let other people know that the person of the statement is nearby.

The shape of the meeting point tables is in the form of a heart. You can stand inside the tables and outside the tables. The tables have an open and inviting shape. The tables have the height of a bar. The top of the table is a touch screen for the applications. The tables are made out of plywood. This is because plywood has a natural but also minimalistic image. It is warm and inviting. There are also chairs available to sit on, these chairs are 'active', you sit on them for a short period. The styling of the applications should have the same 'look and feel' as the styling of the table. It should not look too smooth or technical. The analogy of a shopping list was used to design the interface of the application.



Tree of Wisdom



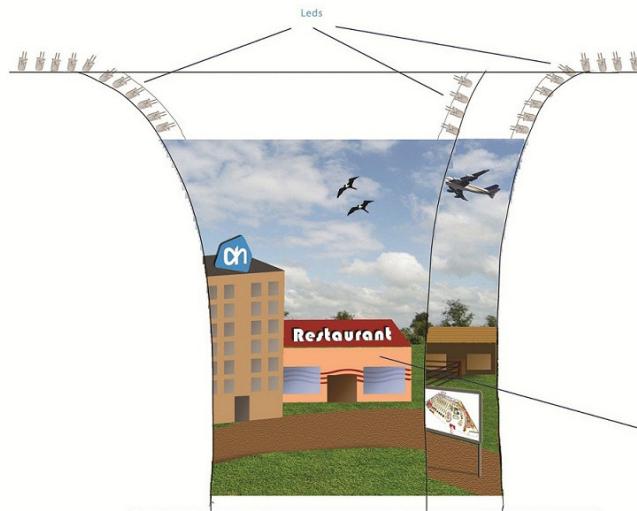
An interactive kiosk where you can find and share information about products, recipes and find where products are located.



Branches lights up when information about the product is requested.
Branches continue on the ceiling spread over the whole store
Example: You want info about the milk, the branch towards the milk lights up



Technology



Material representation



Interactive multitouch screen
on OLED display

6.6.4 Concept 3 - Tree of Wisdom

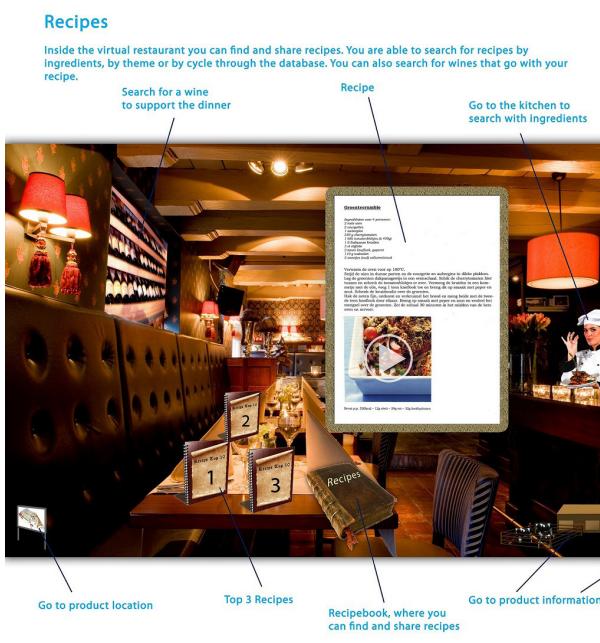
An interactive kiosk where you can find and share information about products, recipes and find where in the shop products are located.

This concept idea consists of a spiral shaped kiosk that is an interactive multi-touch screen on OLED display. Thus from the kiosk on the shop's ceiling there "grows" out branches/ roots, that goes out in different directions. These branches/ roots are lighted up by LED (see further explanation in the 4 option part).

When the customer approaches the interactive multi-touch screen display (the kiosk) there are four options he can experience there:

- Recipes area (represented by restaurant house image)- you can find and share recipes there. Inside the virtual restaurant you can find and share recipes. You are able to search for recipes by ingredients, by theme or by season. You can also search for wine that go with your recipe. Thus you can also see the videos how to prepare a specific recipe.

- Info about products (represented by the farm image)- there you can find info about products that are sold in the store. Thus their origins and videos of the area these products are coming from or videos about how these products are produced.
 - Information about Albert Heijn (represented by Albert Heijn office building)- there you can find information about the brand, the philosophy of the company and important projects they are currently involved in.
 - Location of products in the store (represented by store map image) – there is a search option and when you write in the product name you are looking for (writing with your finger on the screen), then you will see the route displayed on a map and also the branch on the ceiling will light up to show the direction to the location where the specific product is located. Example: if you are looking for milk, branch towards the diary section lights up. The branch will stay lighted on for 5 minutes so you have time to follow it.





Cafe Connect



A place that connects you to your senses and enables you to meet others face-to-face. A new business model for Albert Heijn.

Be inspired by the new meeting place of Albert Heijn. This space will always surprise you as the environment is changable - in the mornings it can be as a cafe where you sit at the table, but then when you come there at the afternoon, it is a causy bar.

Sometimes there is a chef who will cook a food for you. The cook is from the local community and if you wish- one day you can be a master cook there.

Here you can enjoy the food, do your online shopping, check what is "on action", meet your friends, join the food try-out events and be informed about the food.

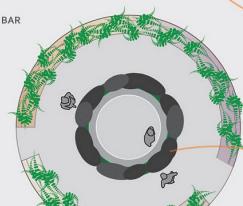
BAR STYLE



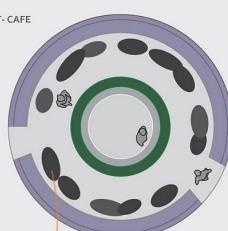
CAFE STYLE



LAYOUT-BAR



LAYOUT- CAFE



INTERACTIVE TABLE



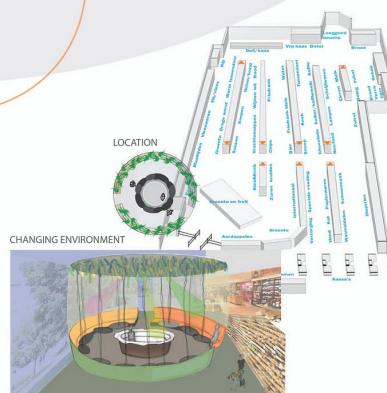
INGREDIENTS

- choose a product from the store or
- choose a product from the menu and information appear on the wall

ACTION

SHOPPING LIST

ELECTRONIC MENU



6.6.5 Concept 4 - Café Connect

A place that connects you to your senses and enables you to meet others face-to-face. A new business model for Albert Heijn.

Be inspired by the new meeting place of Albert Heijn. This space will always surprise you as the environment is changeable - in the mornings it can be as a café where you sit at the table, but then when you come there at the afternoon, it is a cozy bar.

Sometimes there is a chef who will cook food for you. The cook is from the local community and if you wish- one day you can be a master cook there.

Here you can enjoy the food, do your online shopping, check what is "on action", meet your friends, join the food try-out events and be informed about the food.

For the furniture arrangement there are two possible positions:

- A bar: People are sitting around the bar on the bar-style stools. The bar surface is made from round shaped surfaces. These surfaces are attached to the ceiling with specific wires. When it is a bar, there will be a chef cooking for you or another possibility is that there is a food-tasting/ new food trial event.
- A café: Space is transformed into the café by just moving the round shaped surfaces to the table positions. It is done easily by the stuff of Albert Heijn. When the bar is transformed into a café people will sit on sofas around

space at the tables. The bar still stays in the middle and there will always be a person, who will sell food and coffee. The menu can also be matched with the time of the day or with the season. When it is a bar style- the sofas can be transformed into "objects" (maybe the backrest can be folded down, so the people don't sit there but sit at the bar)

On the movable interactive table surfaces there are floating around four different icons to choose from:

- Ingredients – choose a product from the store or choose a product from the menu, click on the product and on the interactive wall (that's around the café) will appear information about this product (where it is grown/ produced, the ingredients and the season (for fruits))
- Action- by clicking on the action icon, you can check beforehand what's for the Bonus prize this week
- Shopping list- by clicking on the shopping list icon you can enter the online store and do your shopping while sitting in the café and your groceries will be delivered for you in the café or you can also ask for home delivery.
- Electronic menu- there is electronic menu on the table.

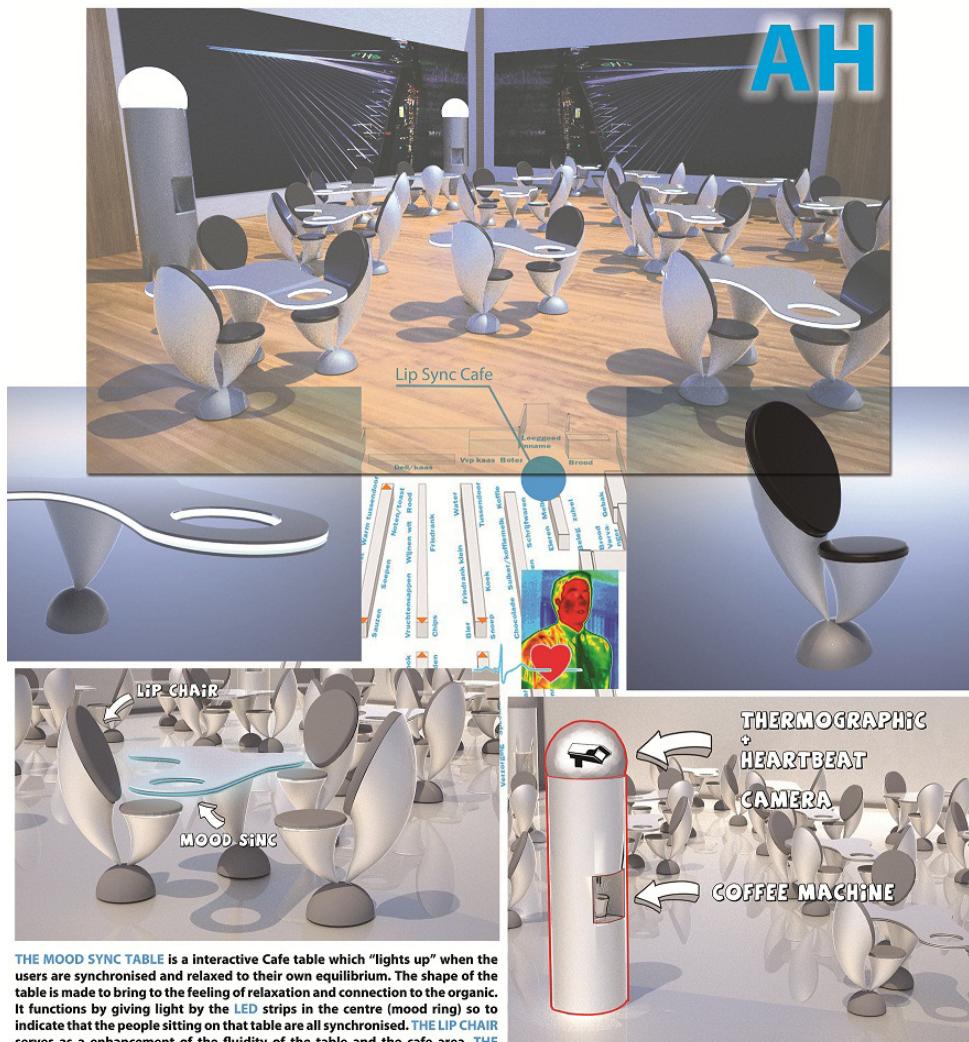
The café is located on the side of Albert Heijn XL supermarket. There is a possibility to enter the café from the store as well as "outside" (not entering first the Albert Heijn store).



Lip Sync CAfe



Relax and connect



6.6.6 Concept 5 - Lip Sync Café

The mood sync table is an interactive Café table which "lights up" when the users are synchronized and relaxed to their own equilibrium. The shape of the table is made to bring to the feeling of relaxation and connection to the organic. It functions by giving light by LED strips in the center (mood ring) so to indicate that the people sitting on that table are all synchronized.

The Lip Chair serves as an enhancement of the fluidity of the table and the café area.

The Coffee Sync unit is a sophisticated multifunctional unit. It uses a thermo graphic/ heartbeat camera which

through accurate calculations evaluates the status of each person sitting in the café. It's the body heat and heartbeat which are used for that.

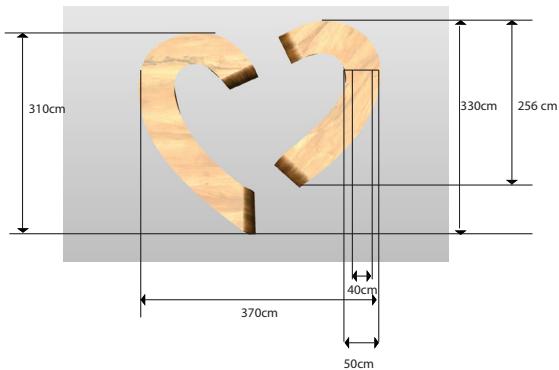
In addition to this the unit is a café machine. This is made to facilitate the smooth integration of the unit with staff and customers.

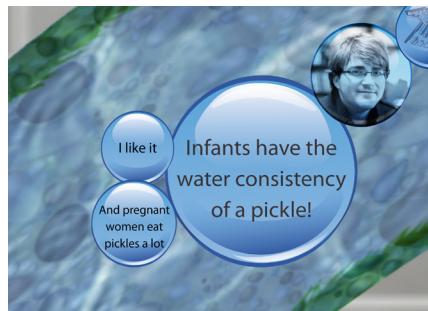
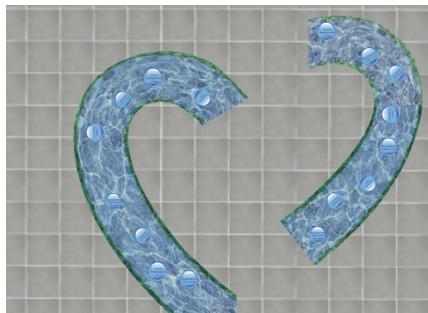
A reasonable proposition for development for further implementation of ubiquitous technologies is the addition of hypersonic Speakers channeling sound of nature or music to users eardrums. This can add to the speed and quality of the sync cycles.



Picture on the left: The first visualization of the tables. On these tables, the messages will appear after the composer enters the supermarket.

Picture below: Technical drawing of the tables. We still need to define the fitting material. The tables should be warm, inviting, strong, natural, easy to clean and smooth on the edges.





Storyboard of the application (leaving messages)

7. Teaser

This section is like a “sneak preview” about the final concept. Since we finished the concept only now, we will provide the audience with the details of the concept in the report of phase three.

As already mentioned in chapter 6 the winning concept is Concept 2 “Speak up your heart” (see page 42). The concept was chosen by the Innovation team of Albert Heijn during the concept presentation.

The arguments for choosing concept 2 were:

- it fits the strategy of AH
- involves the physical and the digital interaction between visitors in an easy and temporary way
- it can be extended in the future with more applications and services

Within our group we had an unofficial voting right for the concept presentation at AH. We thought that the best fitting concept is concept two “Speaks up your heard”.

The concept combines the interaction vision (Spontaneous connection; to inner self and outer world) and the design goal (Designing the future social meeting point for supermarkets and placing it inside the innovation cafe to inspire employees and guests of the AH headquarters).

The message one leaves is the connection to the inner self and the reaction of other people on it is the connection to the outer world. With the concept two we meet our design goal by creating a future social meeting point for supermarkets and it inside the innovation cafe to inspire employees and guests of the Ah headquarters.

During the third phase we will explore the details of how we can make this happen. This will be done by building a prototype and by writing a marketing plan including a plan of implementation, additional future applications and the added value for Albert Heijn.

8. Conclusion

After the phase 1 a common mindset for the group was developed.

The goal of the phase 2 was to develop one concept that will be built and implemented in the Innovation Café.

We started phase 2 with some additional research about social networks. As there were already ideas that those kind of networks could be used in the concept development, thus people from the client side were really interested and fascinated by different social networks, therefore literature and internet research was carried out. The research on social networks gave the group approval, that we are moving the right direction and also gave as base for good argumentation (if questions about involvement in social networks arose again).

Future scenarios were partly finished already in phase 1 and presented in the presentation of the first part. The feedback was used to reflect about the group's vision. Further a method of 5W's and 1H was used to define how the social meeting point of the future has to look like. The input for 5W's and 1H were the findings from the 1st phase (DESTEP etc.) and future scenarios. The outcome for 5W's and 1H was used further in the ideation phase- as guidance for idea generation and later for 5 concept development.

When entering the ideation phase, it became clear that there are slight differences in understanding for the terms used- students from each master program understood

differently what is idea, what is idea generation and what is a concept. Therefore in the beginning of the ideation phase some misunderstandings arose. The advice for the future would be that first it is important to set a shared mindset for all the terms used and discuss the experiences with idea generation methods. Actually only SPD students have the course about creative facilitation, however all students use idea generation in their group work and study process, however it became clear that IPD and Dfl students are used to do it differently than SPD.

Despite the difficulties mentioned above, idea generation phase was concluded with impressive amount of ideas that were generated in various rounds.

Idea generation in group also allowed to escape from the idea ownership problem in the concept development phase- even if each concept was developed further by one team member, it included the input ideas of all team members.

There were five concepts developed for the presentation for the client. And concept two- the Social Heart has been chosen for further development.

This report concludes the 2nd phase of the project. In the 3d phase the chosen concept will be developed further and adaption for the Innovation Café will be made. The group is planning to build a working prototype that will be exhibited and used by the visitors of Innovation Café.

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